WHAT IS CLAIMED IS:

1. A method in a data processing system having a program, the method comprising the steps of:

providing a datatype having a metadata that describes a data and a reference to the data, the data being maintained in a storage separately from the datatype and including information relating to a customer of a computer system services organization; and

publishing the datatype without the data, a subscriber receiving the datatype responsive to subscribing to the datatype.

2. The method of claim 1, further comprising the step of:
registering the datatype in a registry of known datatypes.

3. The method of claim 1, further comprising the step of:
saving the data and the metadata prior to publishing the datatype.

4. The method of claim 1, further comprising the step of:
receiving a request to publish the datatype.

5. The method of claim 1, wherein the reference is a pointer.

6. A computer-readable medium containing instructions that cause a program in a data processing medium to perform a method comprising the steps of:

providing a datatype having a metadata that describes a data and a reference to the data, the data being maintained in a storage separately from the datatype and including information relating to a customer of a computer system services organization; and

publishing the datatype without the data, a subscriber receiving the datatype responsive to subscribing to the datatype.

7. The computer-readable medium of claim 6, further comprising the step of:
registering the datatype in a registry of known datatypes.

8. The computer-readable medium of claim 6, further comprising the step of:
saving the data and the metadata prior to publishing the datatype.

9.   The computer-readable medium of claim 6, further comprising the step of: receiving a request to publish the datatype.

5   10.   The computer-readable medium of claim 6, wherein the reference is a pointer.

11.   A data processing system comprising:

a memory having a program that provides a datatype having a metadata that describes a data and a reference to the data, the data being maintained in a storage separately from the
10   datatype and including information relating to a customer of a computer system services organization, and publishes the datatype without the data, a subscriber receiving the datatype responsive to subscribing to the datatype; and

a processing unit that runs the program.

15   12.   A data processing system comprising:

means for providing a datatype having a metadata that describes a data and a reference to the data, the data being maintained in a storage separately from the datatype and including information relating to a customer of a computer system services organization; and

means for publishing the datatype without the data, a subscriber receiving the
20   datatype responsive to subscribing to the datatype.